



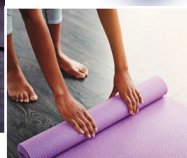
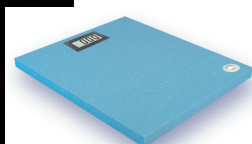
REAL LIFE VIEWS



PERSONAL, PERFORMANCE, LIFESTYLE AND SPORTS

W E I G H T , B A L A N C E A N D P O W E R M O N I T O R I N G

THE PRO - EXPERIENCED ATHLETE & TRAINER



“ I can travel and compete but I can't seem to travel and weigh... ”

“Everyone I train with has the same problem when it comes to competition and weight monitoring. We spend hours in the gym, weigh and monitor our (food) intake but when it comes to travelling for competition there is no simple solution. I've never seen a hotel with a set of scales and we still need to monitor our weight even when we are cutting prior to competition. Principia answers a very basic need. What an amazingly simple idea - roll it up and take it away with you and you can use it anywhere”.

MISS GALAXY UNIVERSE EUROPEAN CHAMPIONSHIP

BEST NEW COMER
2nd BEACH BODY
5th OVERALL CHAMPION

MISS GALAXY UNIVERSE WORLD CHAMPIONSHIP

2nd BEACH BODY
2nd BIKINI DIVA

UK ULTIMATE PHYSIQUES BRITISH FINALIST

4th REGIONAL CHAMPION
BEGINNERS BIKINI (under 5ft 4)

LEVEL 2 FITNESS INSTRUCTOR
LEVEL 3 FITNESS INSTRUCTOR
LEVEL 3 PERSONAL TRAINER
KETTLEBELL INSTRUCTOR
CIRCUIT INSTRUCTOR
NUTRITIONAL ADVISOR

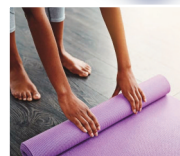
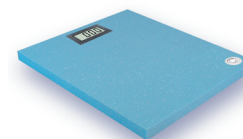


“As a fully qualified PT Instructor one question I'm always asked is how can I monitor my weight whilst on holiday. The only answer I have is moderation with your food and snacks and above all alcohol. It's hard for my clients to maintain

their goals when they aren't in the gym and the smallest setback can take weeks to get back where they started from. There is a real need all over the world for a simple to use personal, fully portable weight monitoring system. Roll it and go - I'm with you!!!”



THE ACTIVE WEIGHT WATCHER



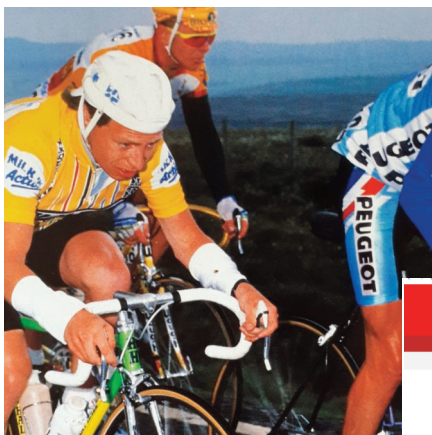
“ It’s impossible for me to weigh myself if I’m not at home ”

“I’m conscious of keeping track of my weight. Travelling and weight watching just don’t mix. I travel quite a lot with friends and family to events and it always seems as though any hard work I do to keep my weight down at home suddenly gets forgotten about the minute I board a plane. Being able to pack a set of scales in my suitcase is the way forward for me. No weight penalty at the airport and I can’t break them! Perfect”.

“I love to travel with my different groups of friends to events and I’d love to be able to monitor my weight while I travel without paying a penalty...”



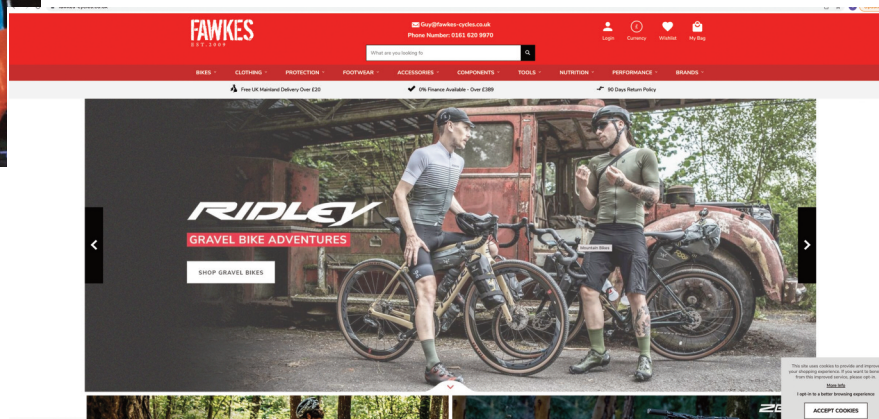
FORMER WORLD CLASS ATHLETES & BUSINESS INSIDERS



Top: Mandy Jones
former world champion
Bottom: Nigel Bishop
former top England
National rider.
Experienced cycle
industry insiders.

“ Pro’s and amateurs alike now have a thirst for tracking and tracing... ”

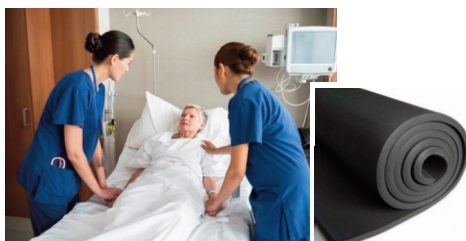
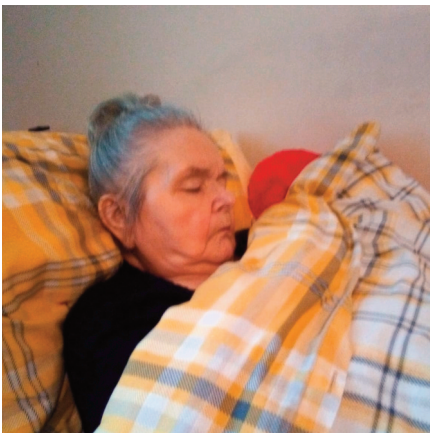
“We sell countless numbers and versions of power monitors to pro’s and amateurs. The need for accurate tracking and tracing of numbers these days is beyond belief. Every rider now feels the need to be part of the information revolution. The price of many systems has slowly come down over recent years but they are still out of the reach of many - we have never seen anything like these. No other system is as convenient, competitive or as interchangeable as Principia and the ability to switch between bikes and still have a continuation of data is exceptional. A point of note - the ability to monitor your weight at the end of a ride or race back at the hotel or on the team bus is also a worlds first in the world of cycling”.



What athletes are looking for:-
To work out your power-to-weight ratio figure, simply divide your FTP (the maximum watts you can produce in an hour) by your body mass in kilograms (kg). For example, I weigh 74kg and produce a maximum sustainable power output (FTP) of 300 watts, which means my power-to-weight ratio is 4.05 watts per kilo (4.05W/kg)

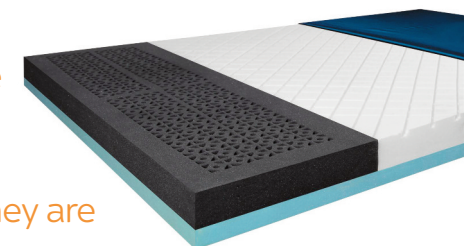


HEALTH AND WELLBEING



“It takes too many people and resources to weigh her daily. Heartbreaking.”

“Barbara like many residents can be bed-ridden for long periods of time. The need to track her weight is of real importance as the prescriptions she needs can be related to body mass and so we really need to monitor it daily. The problem we have is that government legislation dictates we need a minimum of three staff to operate the hoist to get her out of bed. Often we can't get three staff available at the same time to do this and as a result we can't carry out this procedure when we should. The ability to constantly monitor a residents weight day or night seven days a week when they are bed ridden without needing assistance is incredible. The cost to value balance for us is an important factor for us too. A real win-win situation”.



The UK Care Act 2014.

Left: depicted here is a standard type hoist required to manoeuvre a resident/patient out of bed. What is not shown here is the fact that a minimum of three members of staff are required to perform this duty. Principia offers true 24/7/356 monitoring without the need of the resident leaving their bed and staff able to monitor remotely if required. Cost effective, durable and comfortable.



SPORTS AND BALANCE



“ I love my game and technology always seemed so faraway. Now it's not. ”

“I had a club fitting recently and the pro showed me how they monitor the weight shift when I play my tee shot. Quite a complicated expensive looking set up that I didn't really understand. This Principia option brings all that tech in-reach for me and it's easy to use and ready to go. Once I've calibrated it I can quickly change the shoes I wear without having to reconfigure anything - very simple. The fact I have the ability to review my golf round at home after the event allows me to relive my game and practice before my next game. Cost effective, accurate and fun. I love em”.

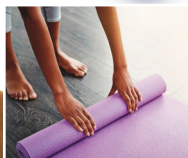
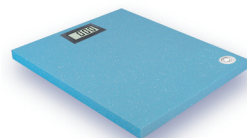


Principia Golf Insoles - measure shift in weight distribution allowing you to fine tune your swing.





WEIGHT WATCHERS



“ I’m on the road six days a week. I’m sick of all the junk food. I need help...” ”

“I did track and field in school but that’s a long time ago now. I’ve a family to look after and I just don’t seem to have the time to look after myself like I used to. I’ve been a weight watcher now for a few years - I hide it from my friends and nobody knows but my wife. It’s so hard to keep everything in perspective when you’re on the road and the convenience of being able to weigh myself regularly and accurately without the embarasment of carrying scales around is fantastic. Being able to descreetly bring the scales to my room after a long drive or flight helps keep me on the straight and narrow and helps support my fight against the ever increasing waist line. It’s my trusted partner I can rely on.”

